

Special Product Reports

Online and E-Newsletters

The Special Product Reports on www.traditional-building.com and www.period-homes.com are among the most visited pages on the sites, particularly by readers who find this information via the search engines. Special Product Reports are easily accessible from the home page; each month features a 1,000 word buyer's guide on how to select, install and maintain an historically inspired building material. Products covered in these reports, 2007-2009 include: historic millwork; fine metalwork; hand carved stone; ceramic tile; terra cotta; tin ceilings; wood windows and period style doors. For a complete list go to www.traditional-building.com, scroll down and click on "Product of the Month Report (previous reports)."

Special Product Reports are written by the *Period Homes* and *Traditional Building* editors. As the sponsor of this section your advertising is positioned adjacent to relevant content (a Product Report on your product type). Here is how sponsors benefit:

- Reach over 100,000 professional buyers and specifiers
- Position your company as the expert in the field
- Get year long exposure via "previous Product Reports" which are archived on our web sites
- Drive traffic and buyers to your web site with links
- Deploy your Special Product Report as an e-mail to 42,000 opt in subscribers, to extend your reach

Sponsorship rate: \$1,800 for website position. \$3,000 exclusive sponsor rate for Special Product Report E-Newsletter.

Date published: Online Product Report, first of each month. Special Product Report E-Newsletter mails second Tuesday each month

Ad Material Due: 2 weeks prior to publish date



Online Advertising Guidelines

All ad measurements are in pixels. Either gif, jpg or flash* format at 72dpi.

*flash ads subject to approval.



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Text ad is 140 by 140 pixels. Text should be 80 characters long including spaces

www.35characterslongyourwebsite.com

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